

SM Plates

2021-22

SAY NO TO JUNK FOOD!

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Our Approach

We started exploring...

- Junk food
- Impact of junk food
- Preservatives and calories



Our Journey so far



What is Junk??
Collected data
through survey



Self check
survey
Analyzed data



Worked on
outputs



JULY



Why SM Plates
mission?

AUGUST

SEPTEMBER



Arrived at
problem
statement

OCTOBER

NOVEMBER



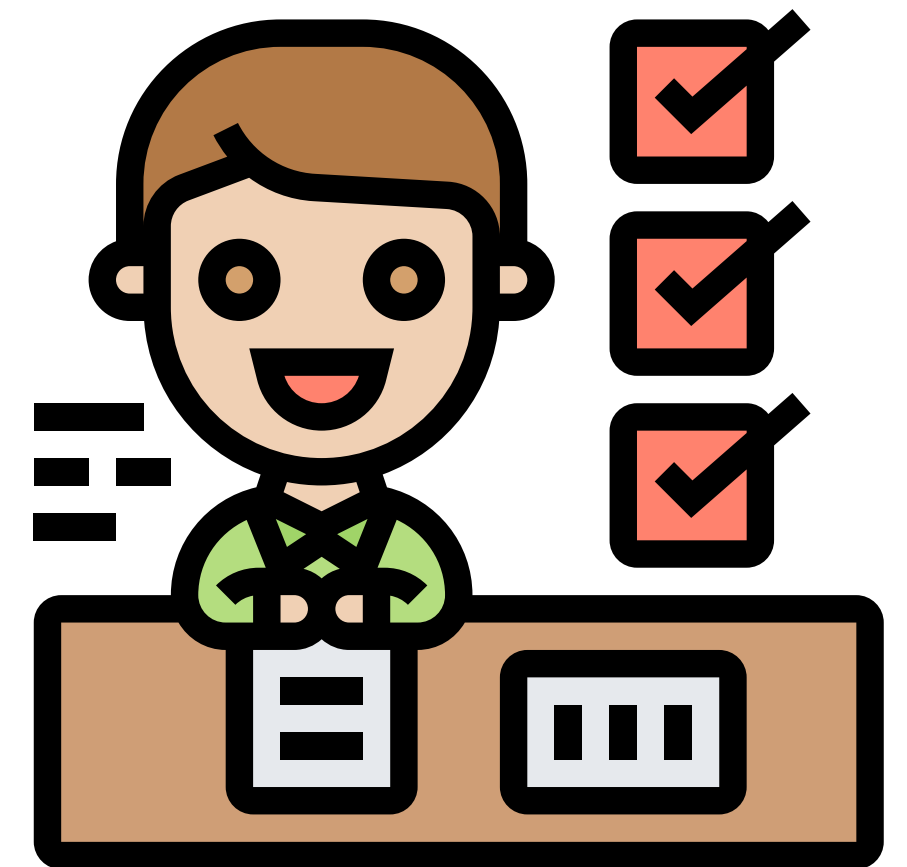
Collected data
through parent
interview

DECEMBER

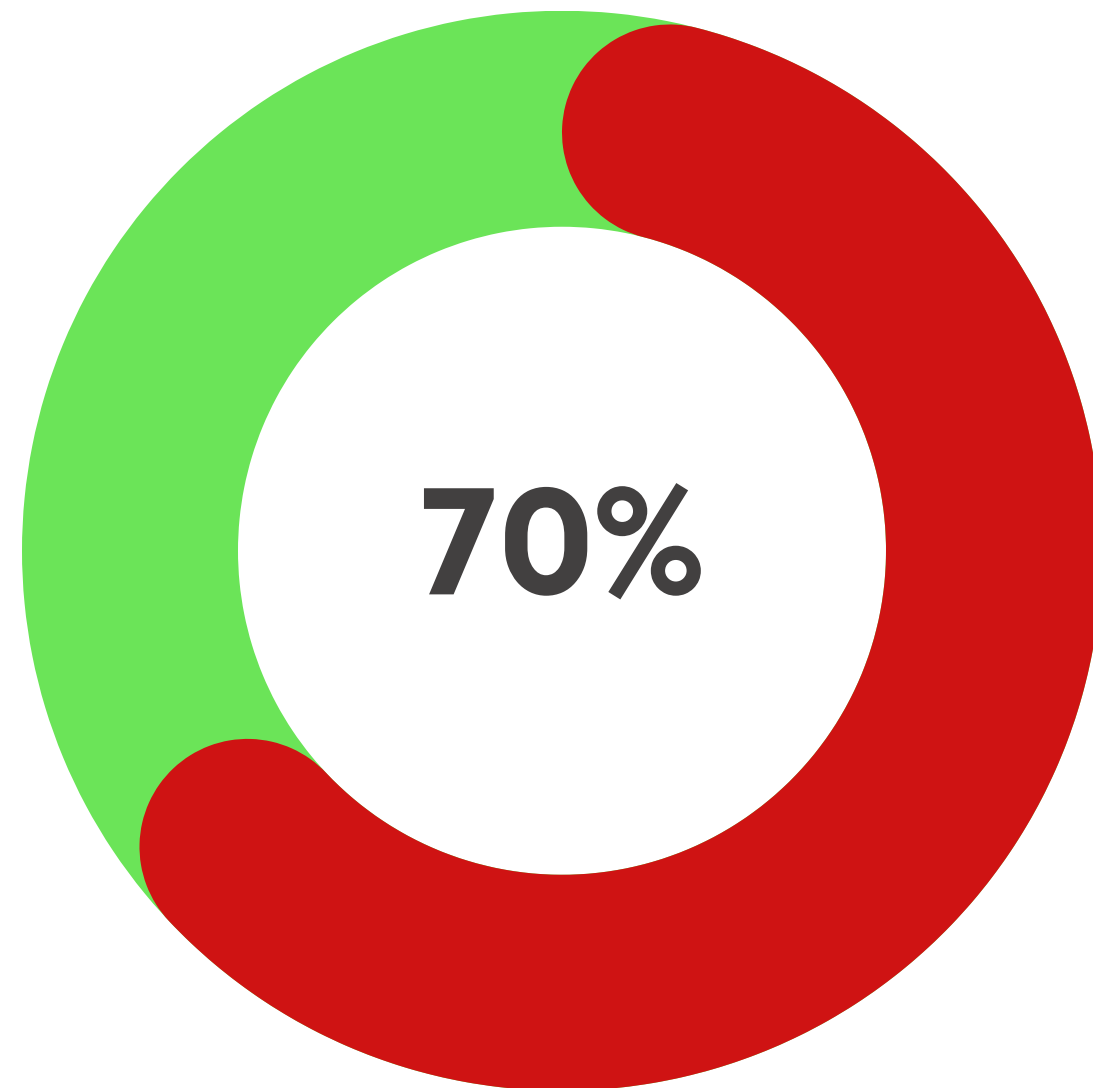
Primary level research!!

SURVEYED THE SM
FAMILIES (300 families)

To understand the eating
practices of people in our
SM community.

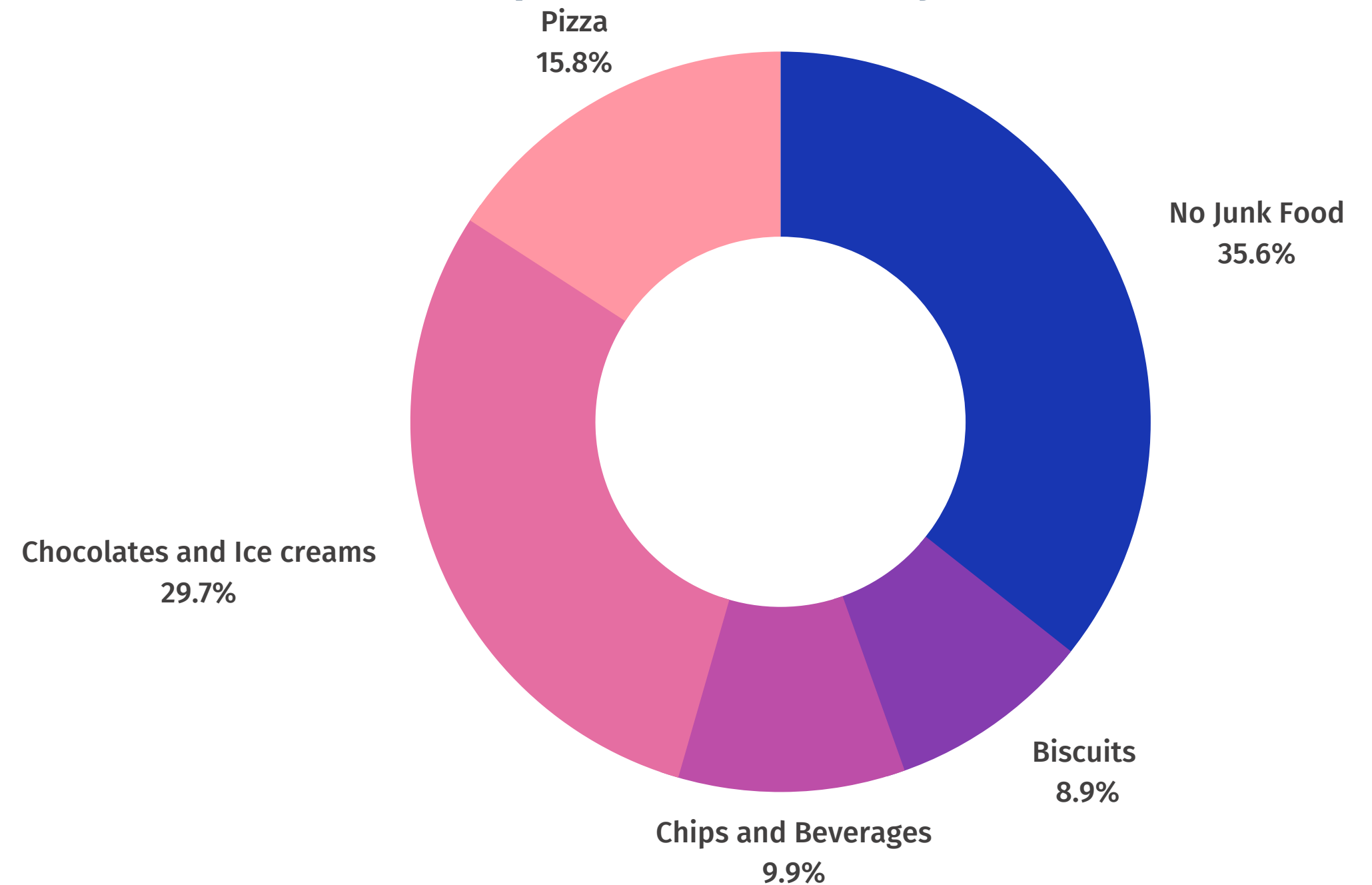


Do you like to eat junk food?



70 % of people said yes
for Junk food.

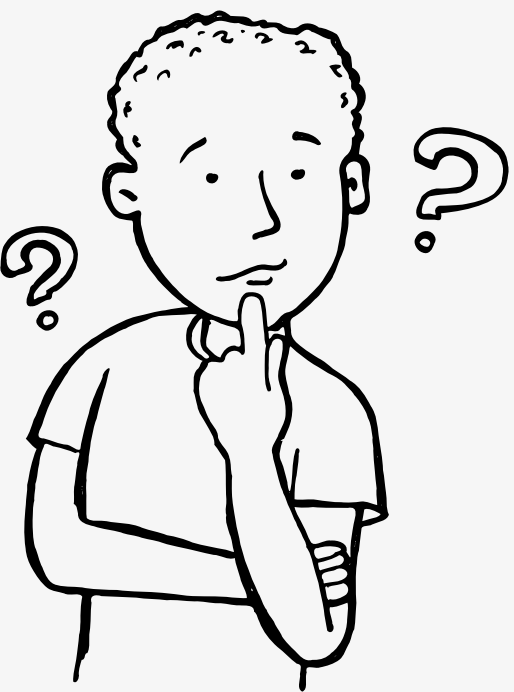
Which is your favorite junk food?



Fav junk food of 30% people who said **NO**

People know that junk food is not good and they still eat it.

- How might we motivate them (who - general, all or children?) to adopt or choose healthier options
- How do we increase awareness of harms of eating junk food



**PROBLEM
STATEMENT**

2nd Level Research



02

Self Check Survey

Close to 60 children tracked themselves for a period of 15 days to check their practices at homes. We are looking at the 5 day consistent data.

Part 1

Breakfast, lunch and Dinner menu

Part 2

Had a balanced meal?

Part 3

Met my calorie intake?

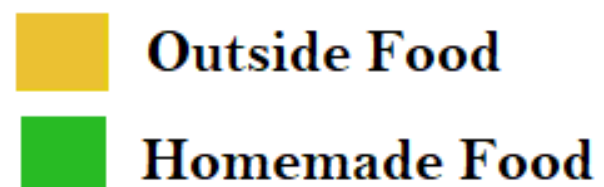
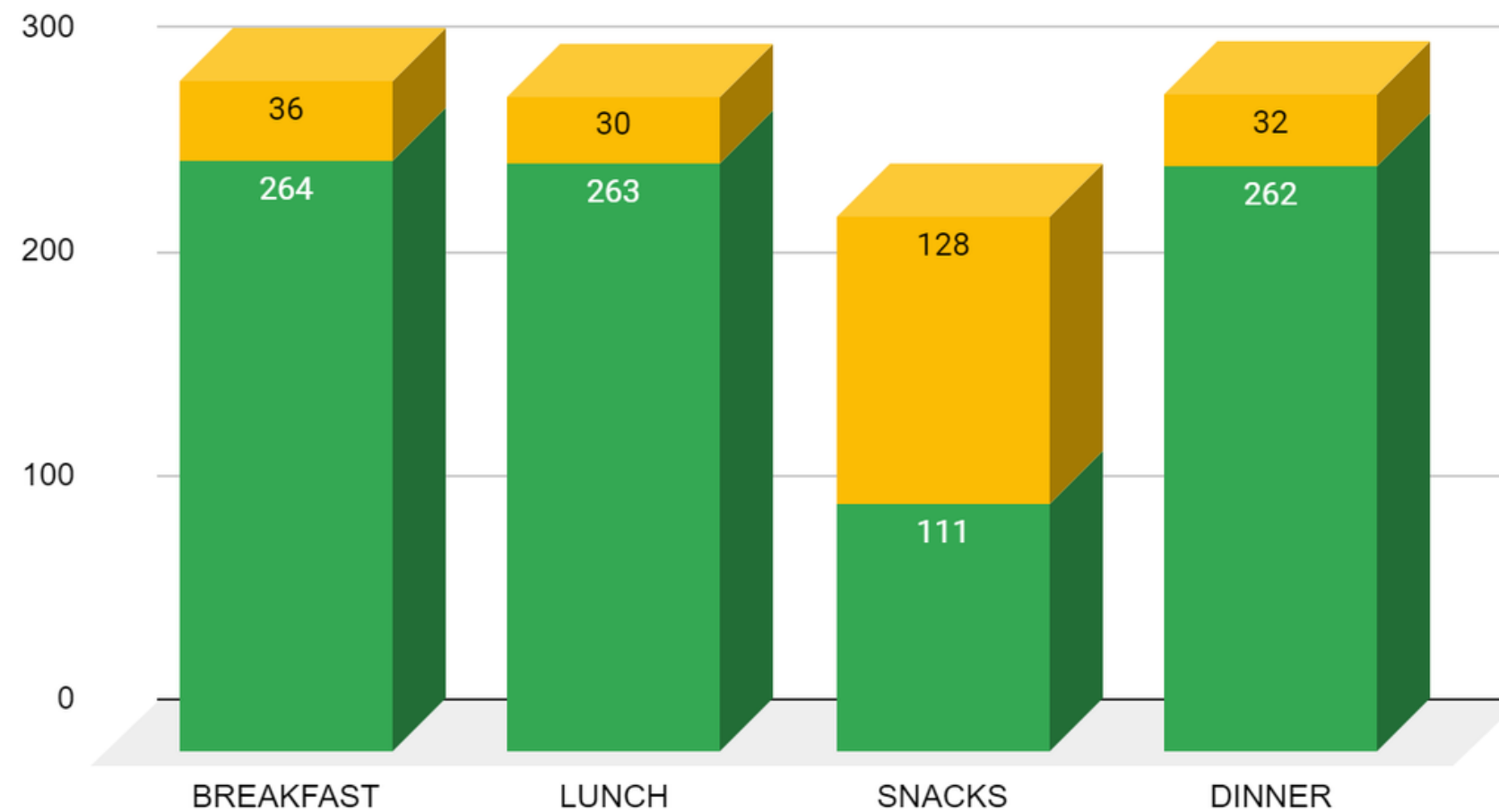
Part 4

Meals ordered from outside

Self survey results

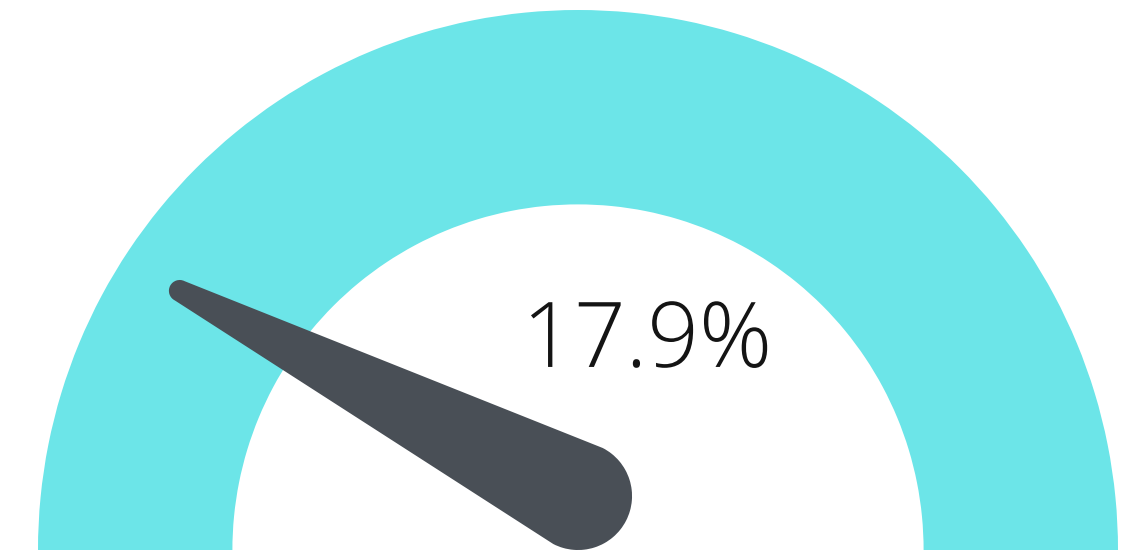
What did you have in your breakfast, lunch snacks and dinner?

DAILY MEALS - HOMEMADE VS OUTSIDE



Maximum meals were ordered from outside during snacks time.

Were all your meal balanced?

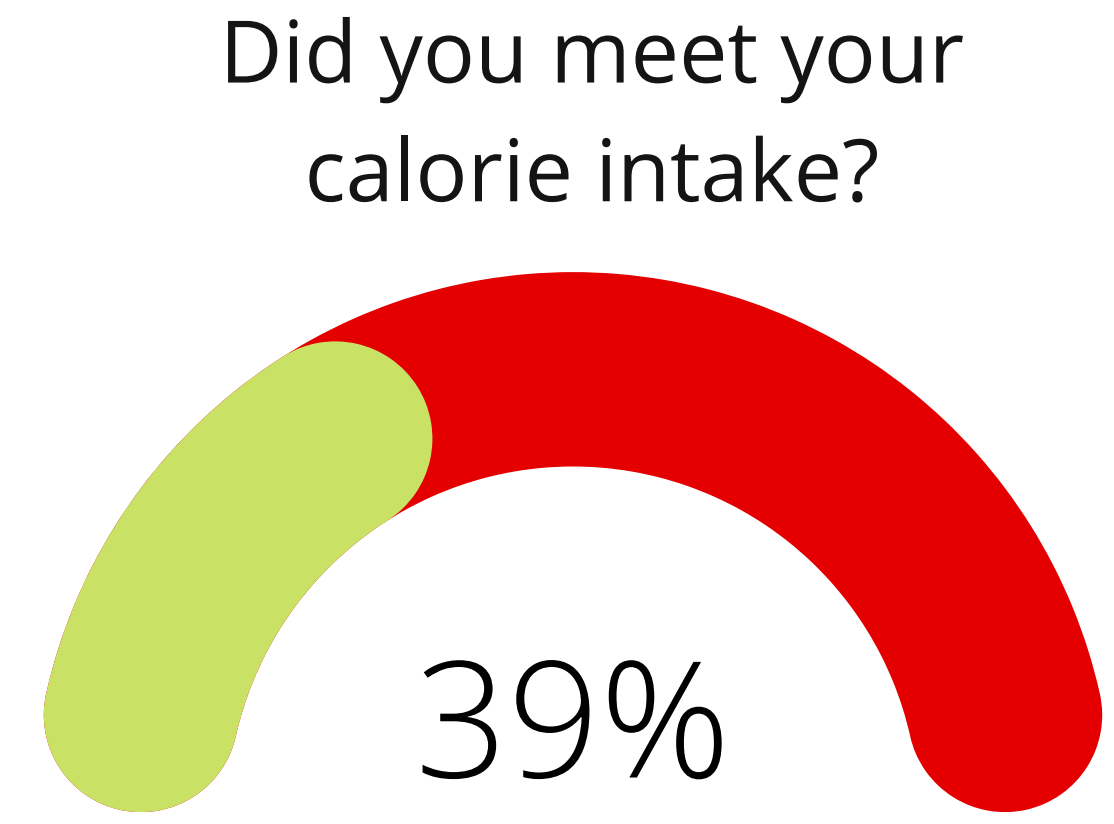


Only 18% children had balanced meal.

We wondered!!
How can we ensure a balanced meal?



Approx 30% meals were ordered from outside.
Were they healthy? Or junk? Were they ordering healthy meals or pizza or curries or something else?



Only 39% met.

**We
wondered!!**

How did they do
their calorie
breakdown?

01

Understanding of junk food
among people?

02

Calorie breakdown

03

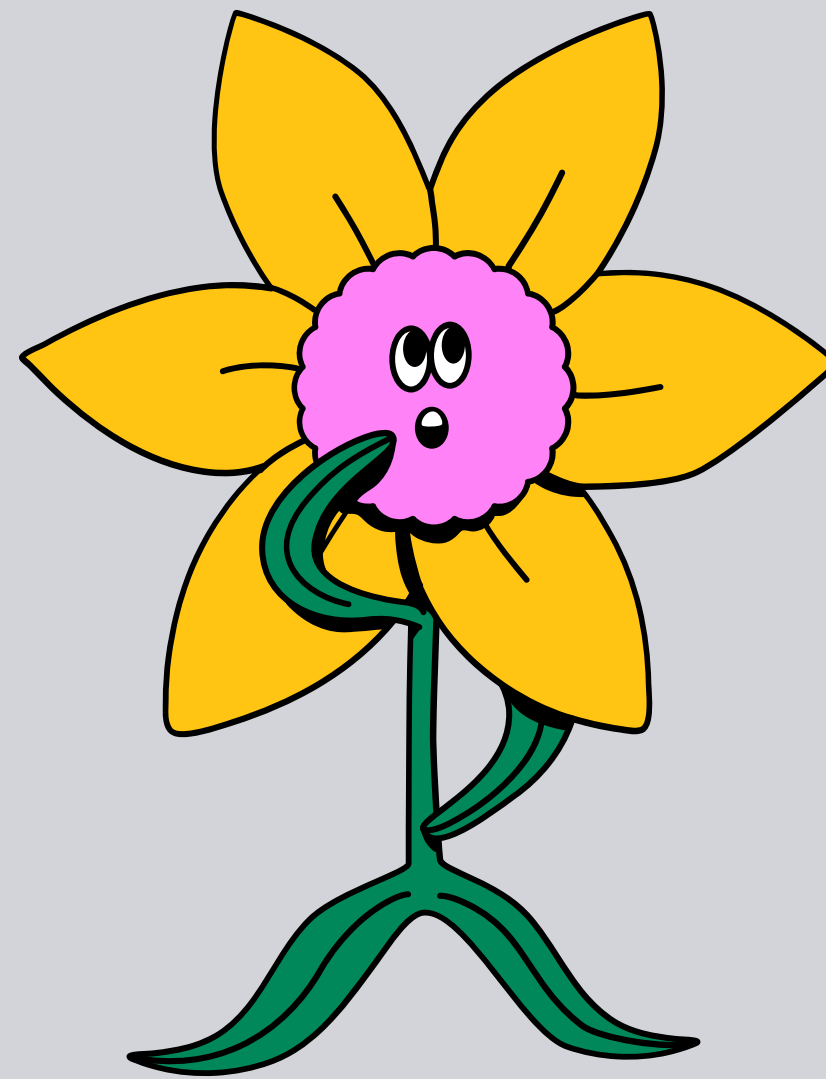
Cause of attraction towards
junk food?

04

Impact of junk food

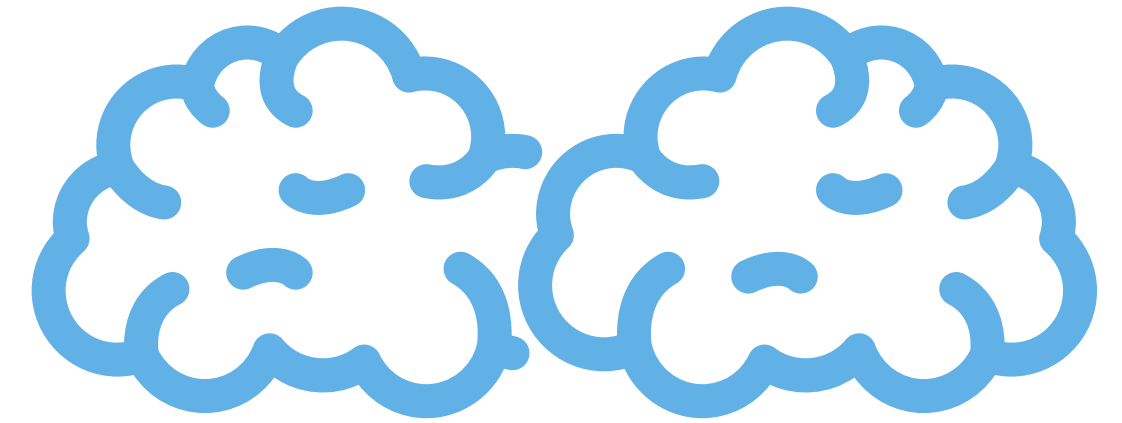
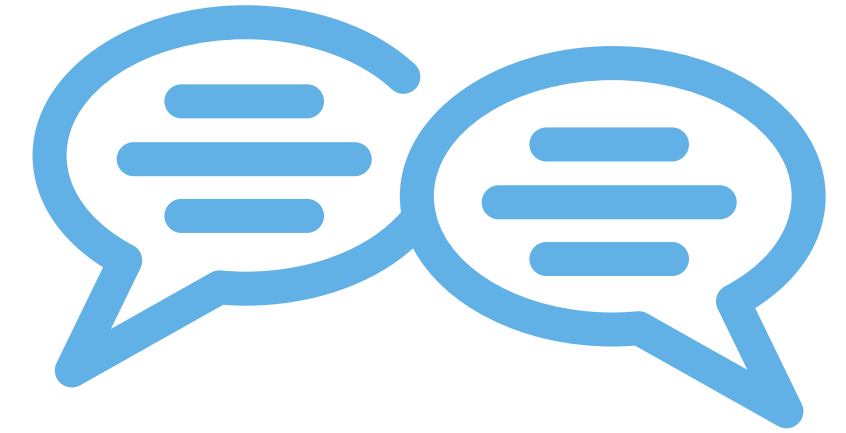
**WE
WONDERED!!**

And we came up with few questions
for the parent interview!!



WHAT DID OUR COMMUNITY SAY?

Let's have a look!



THEIR UNDERSTANDING OF JUNK FOOD-



- Does not come from the kitchen.
- No vitamins or minerals .
- Harmful to health.



- Added Sugar.
- Oily and unhealthy food
- Packaged Food
- Has chemicals



- Processed food
- Lot of preservatives or artificial colors, sweeteners





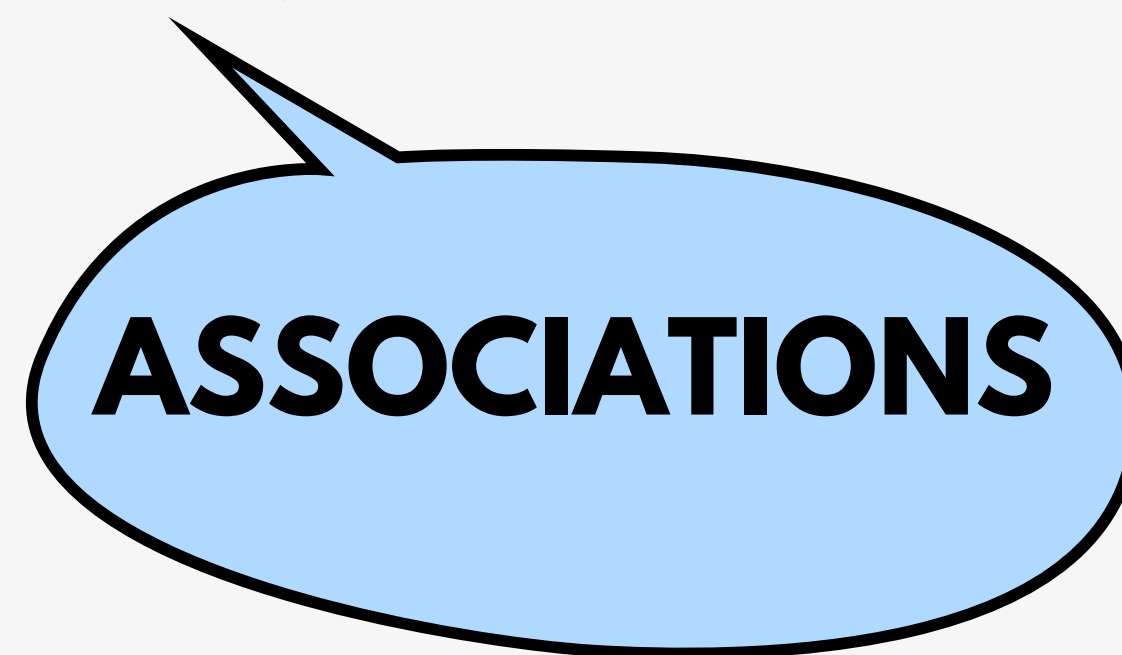
- Yummy
- Better than homemade
- Seasons



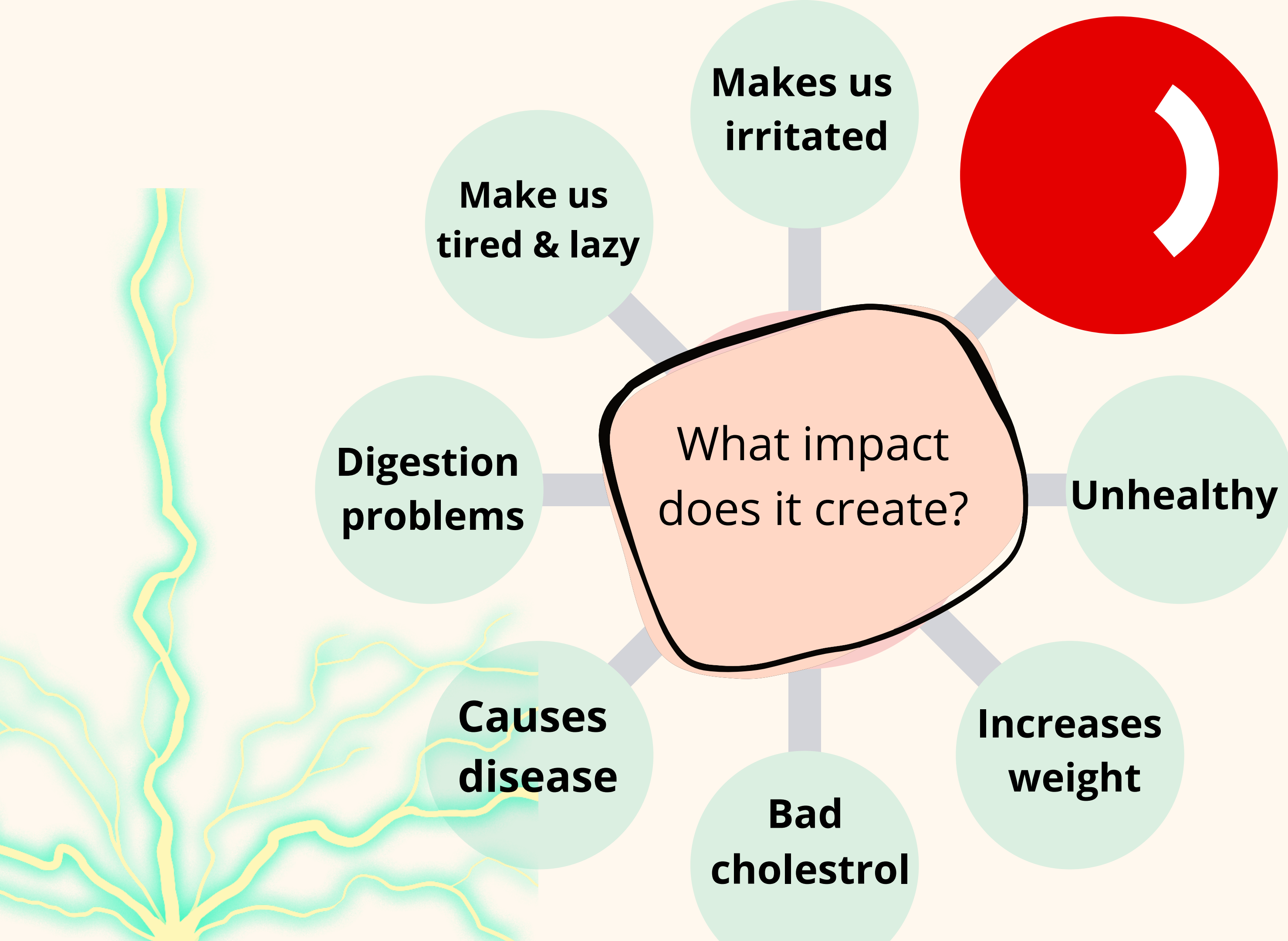
- All around us
- Cost effective
- Company



- TV Ads
- Entertaining



- Cravings
- Feel happy
- Addictive



We were still wondering!
We know what the problem is but now, what's next?

We take the ownership!

Who will take the responsibility?

How can we create awareness?



SM PLATES



I, a member of mission SM Plates pledge that

1. I will try not to eat junk food because I want to stay healthy.
2. I will take care of my diet and health because my health is my responsibility.
3. I will pay attention to what I am eating. I will check the nutrients label given on the packet.
4. I will try eating all kinds of vegetables and fruits and stay away from diseases.
5. I will remember to drink at least 6-8 glasses of water daily.
6. I will try to eat a balanced meal daily.
7. If I am craving for junk food, I will reduce my intake.
8. If I organize a party or I go to a party, I will try creating and picking a healthier menu.
9. If I really feel like eating junk food, I will check if it is prepared with healthier ingredients.
10. I will create awareness about the impact of junk food.



PROBLEMS?

HOW CAN WE ARRIVE AT
SOLUTIONS?





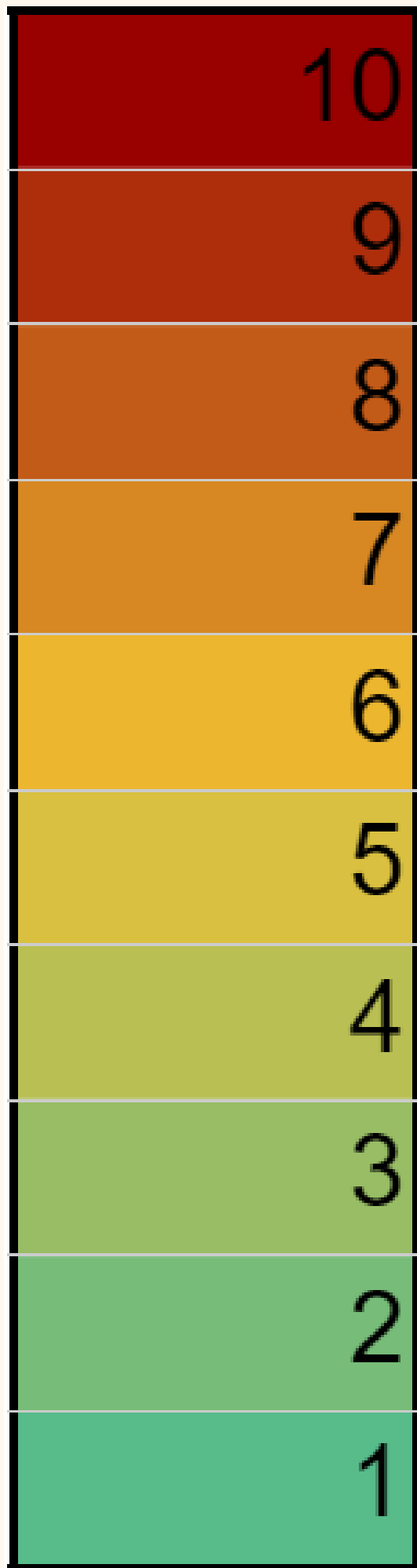
WE DID SOME MORE RESEARCH

COMPONENTS OF JUNK FOOD?

What makes food junk? What are
the components?

How can we classify a food item
as healthy or unhealthy?

We have created an output
based on it.



UNHEALTHY

HEALTHY

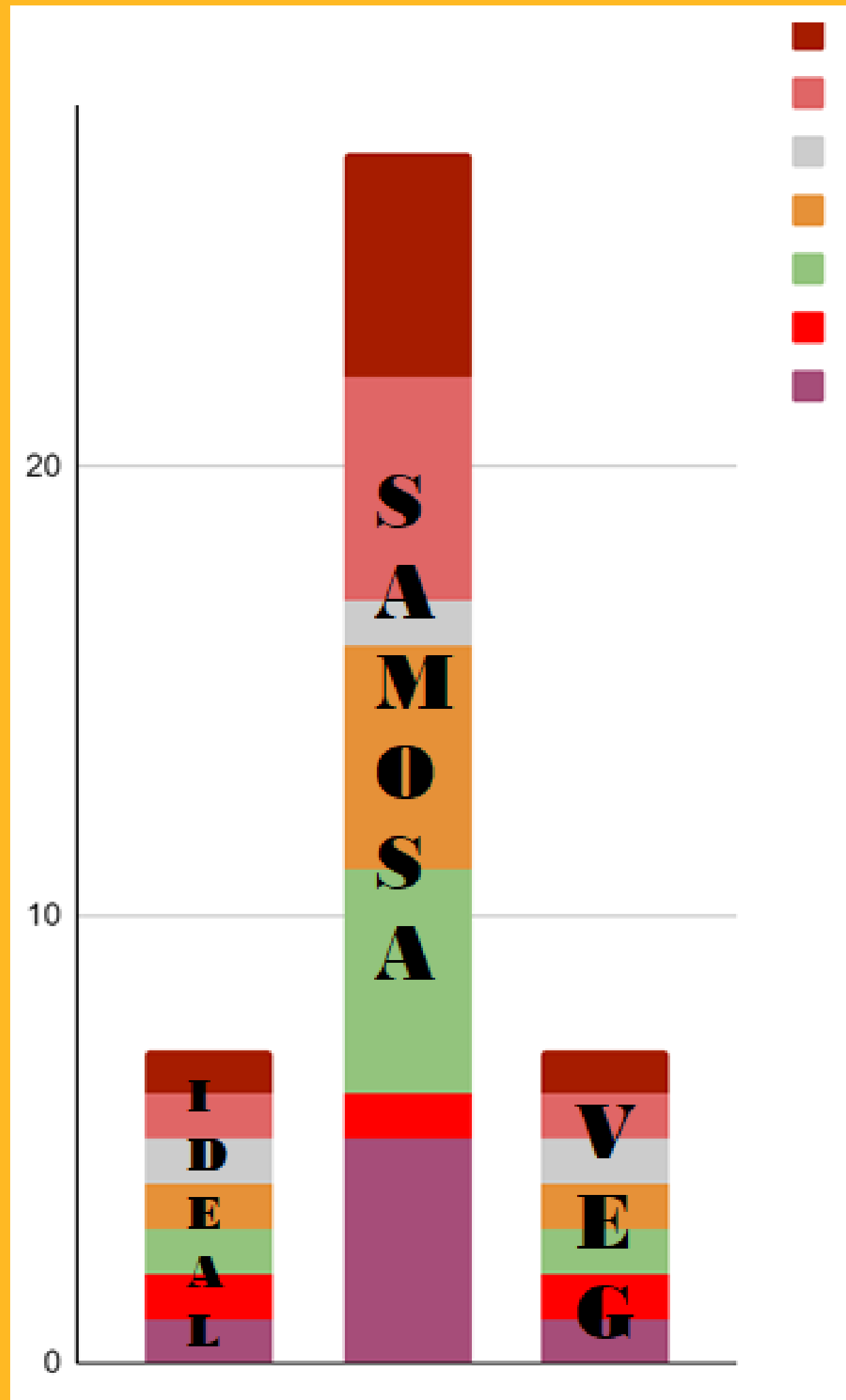
JUNKOMETER



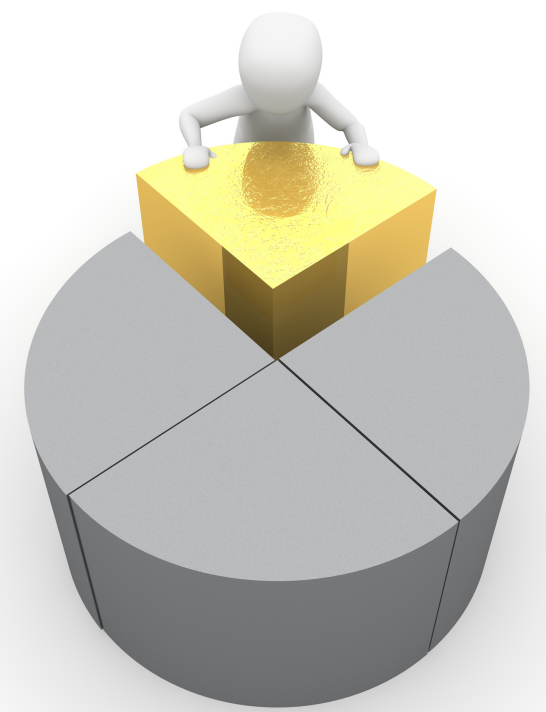
Based on the components of junk food.

- Oil content
- Artificial flavours/
Preservatives
- Nutrient value
- Calories
- Sugar
- Homemade/Outside
- Ingredients

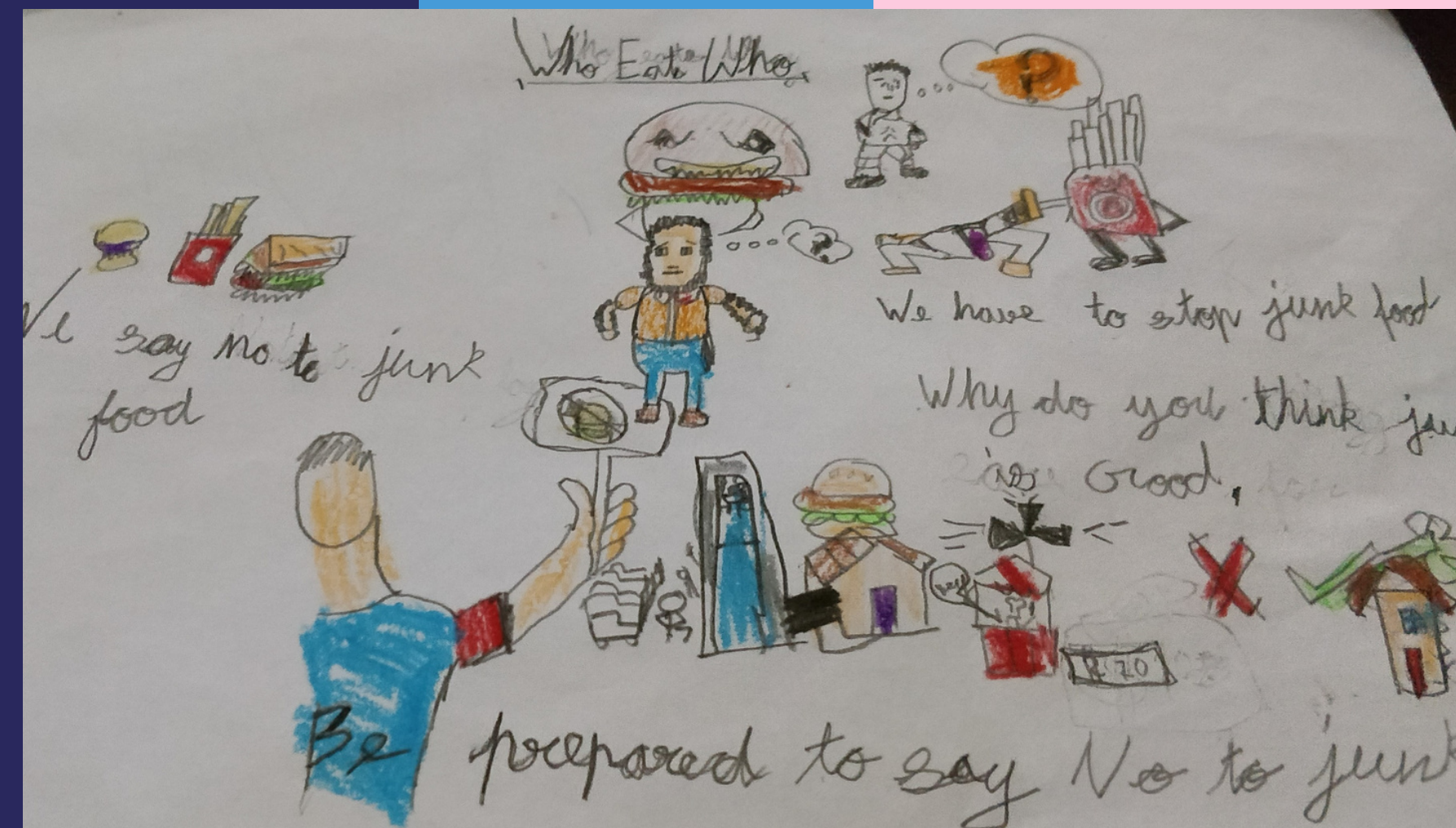
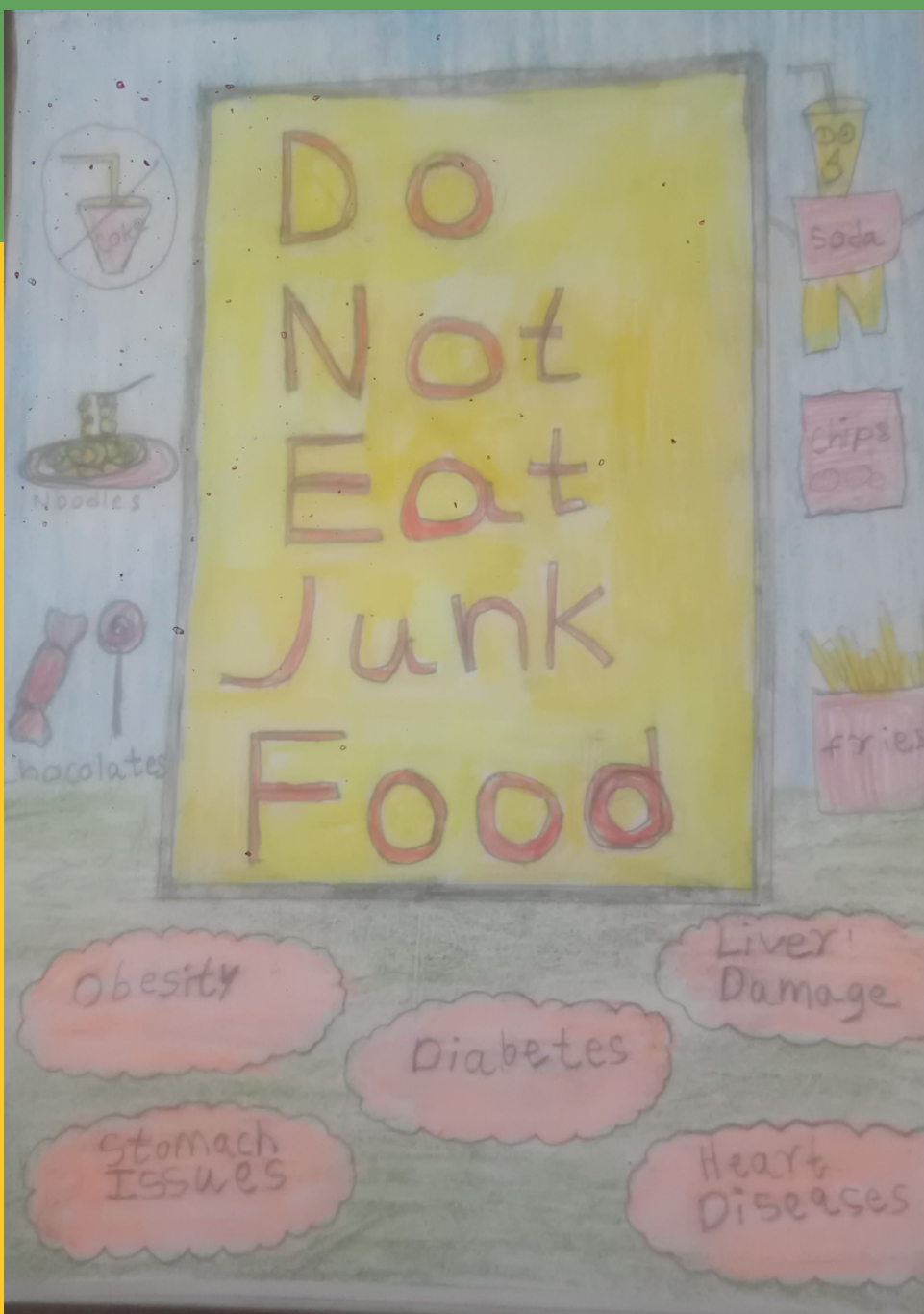
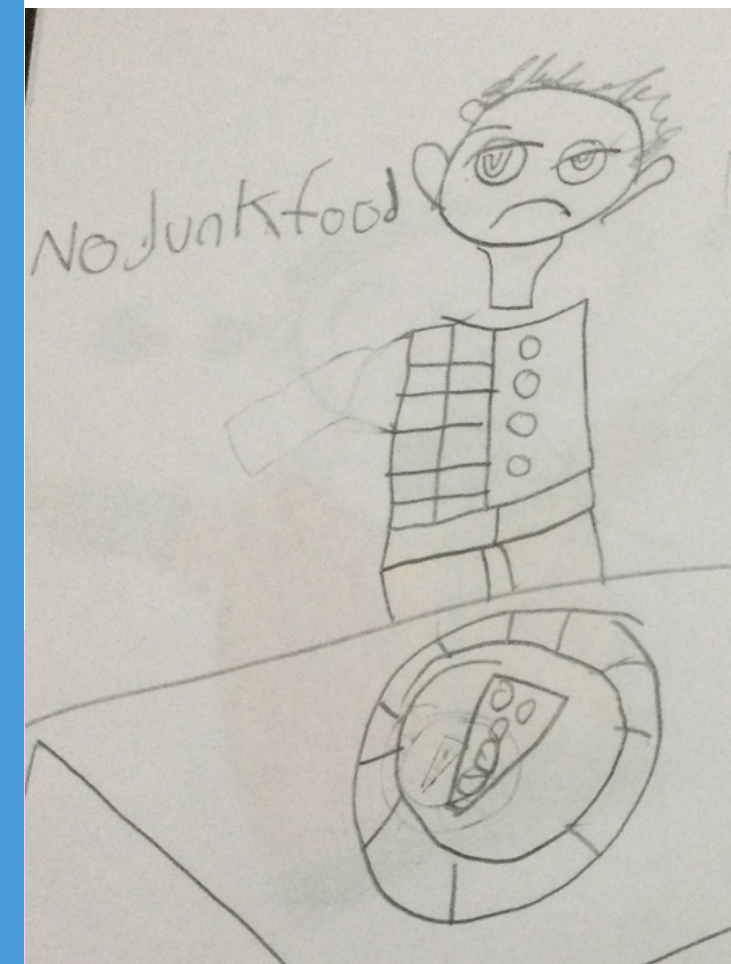
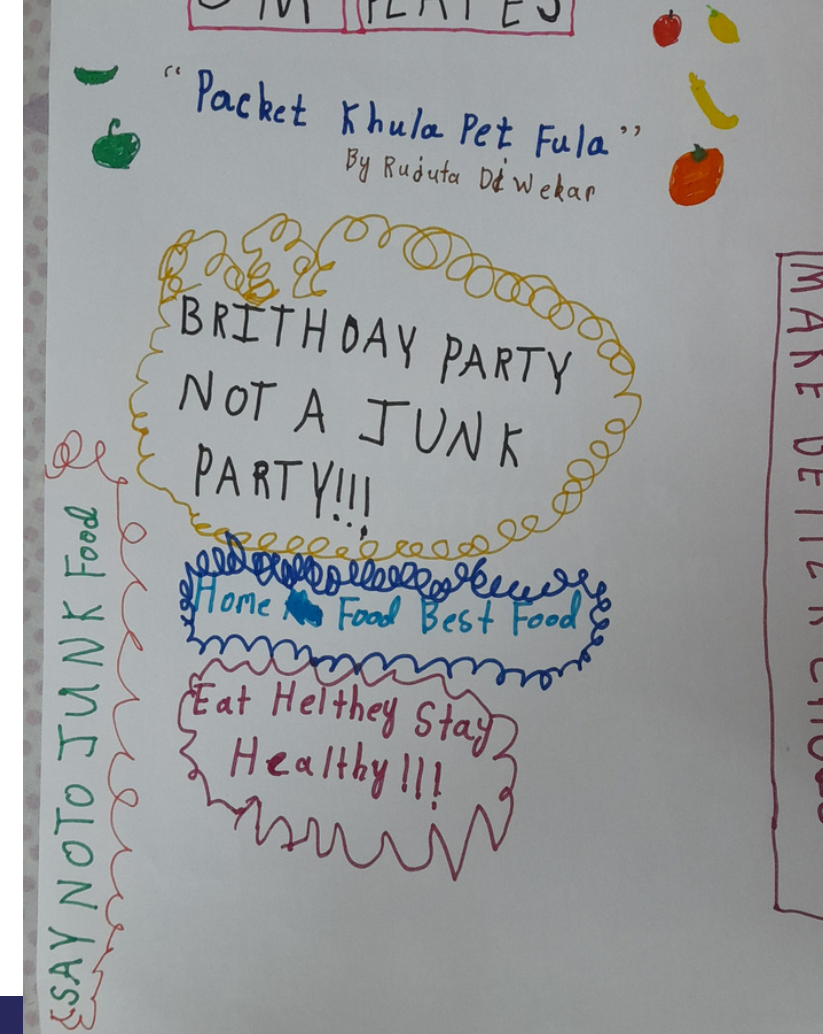
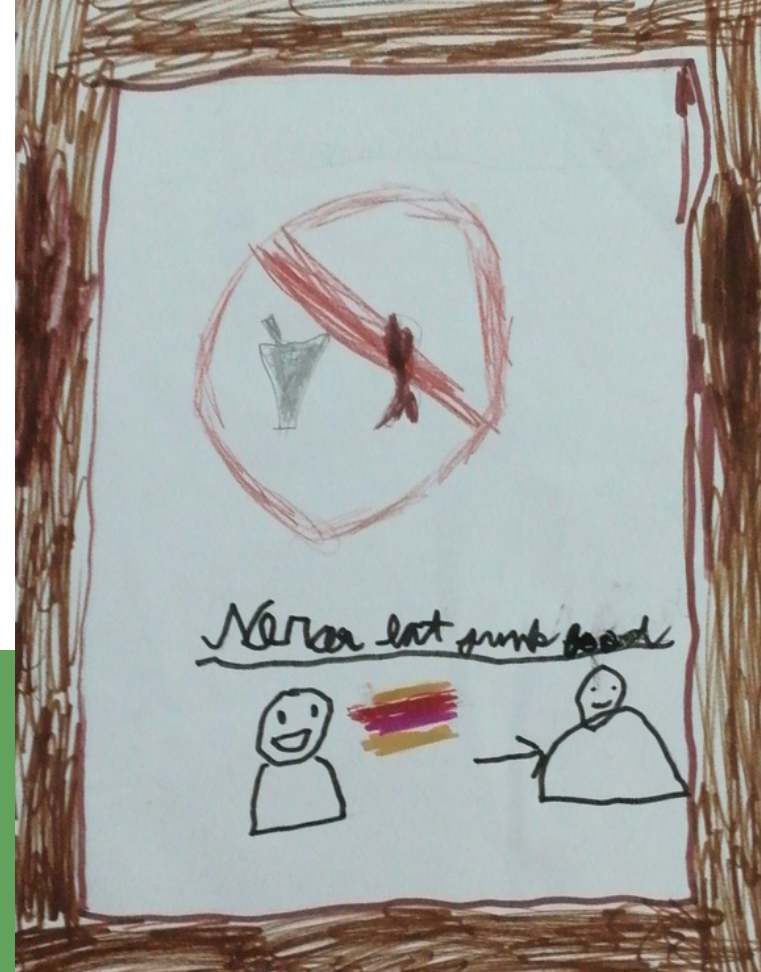
JUNKOMETER RESULTS



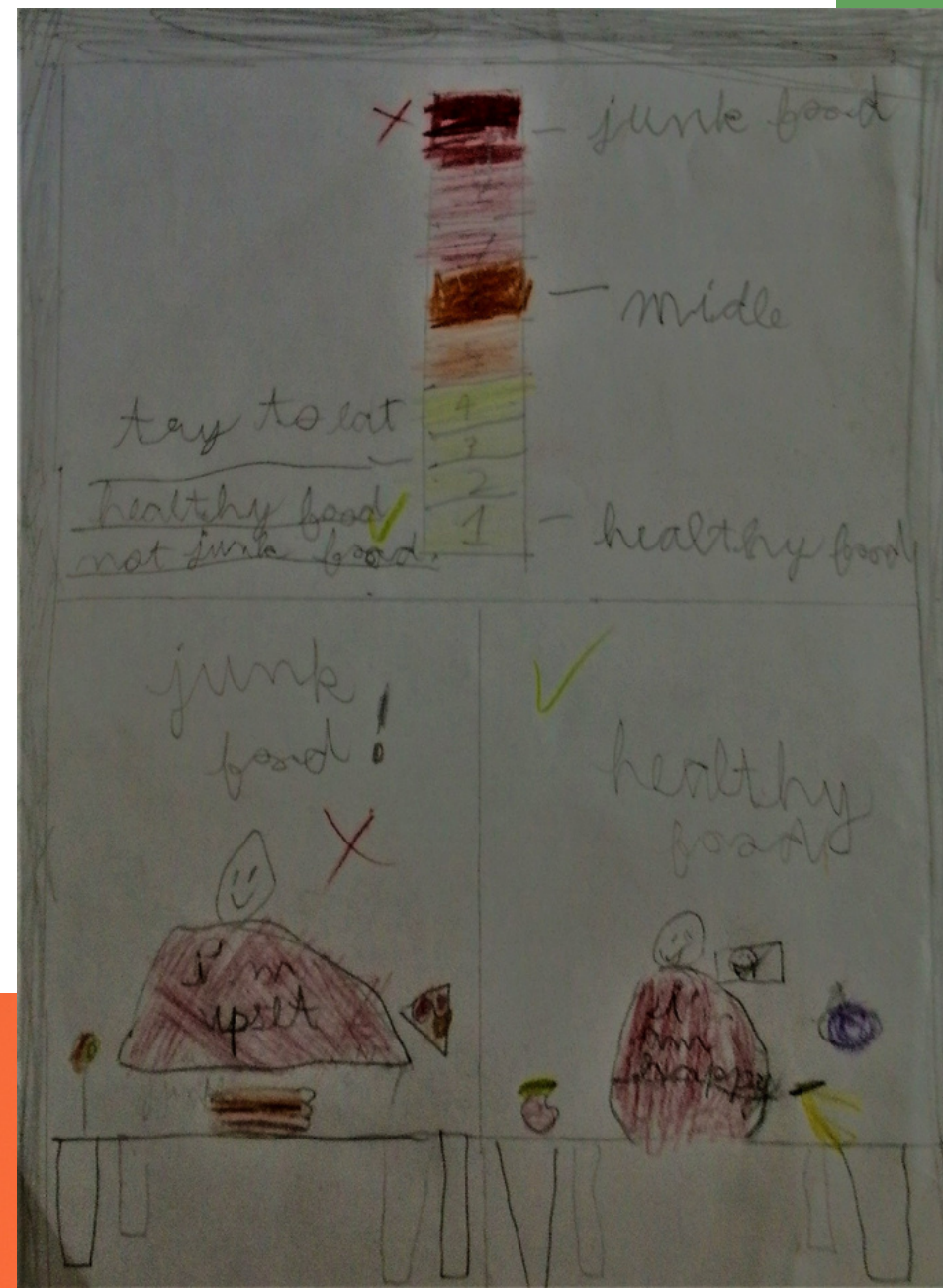
Comparing junk levels
between the ideal food item
vs other food items.



NEVER EAT JUNK.



JUNK FOOD MAKES YOU SICK!



THE BENEFITS OF FRUIT

When fruit is so tasty, who needs cake?



PINEAPPLE

Rich In potassium, calcium, vitamin C, beta carotene, thiamin, B6, as well as soluble and insoluble fiber.



WATERMELON

Helps prevent kidney disorders, high blood pressure, the prevention of cancer, diabetes



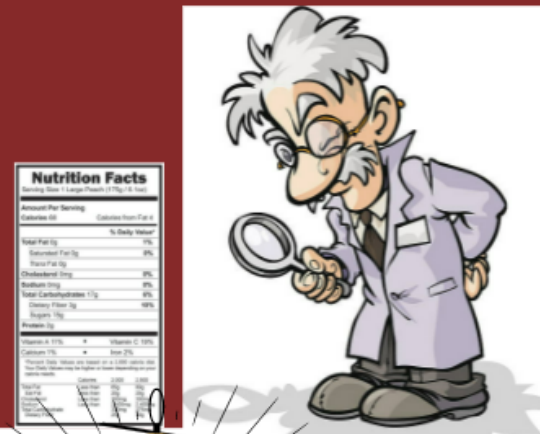
ORANGE

Boosts Immune system function, reduce signs of aging, protect against cancer, and boost cellular repair.

SO, WHAT WOULD YOU PICK ?

PAY ATTENTION TO WHAT YOU'RE EATING

ah , a good breakfast



High calories



Nutrition Facts			
Serving Size 1 Large Peach (175g / 6.1oz)			
Amount Per Serving		Calories 68	
		Calories from Fat 4	
		% Daily Value*	
Total Fat	0g		1%
Saturated Fat	0g		0%
Trans Fat	0g		
Cholesterol	0mg		0%
Sodium	0mg		0%
Total Carbohydrates	17g		6%
Dietary Fiber	3g		10%
Sugars	15g		
Protein	2g		
Vitamin A	11%	Vitamin C	19%
Calcium	1%	Iron	2%
*Percent Daily Values are based on a 2,000 calorie diet. Your Daily Values may be higher or lower depending on your calorie needs.			
		Calories	2,000 2,500
Total Fat	Less than	65g	80g
Sat Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Total Carbohydrate		300mg	375mg
Dietary Fiber		25g	30g

High calories are big baddies

UNHEALTHY FOOD

I didn't get to sleep last night!

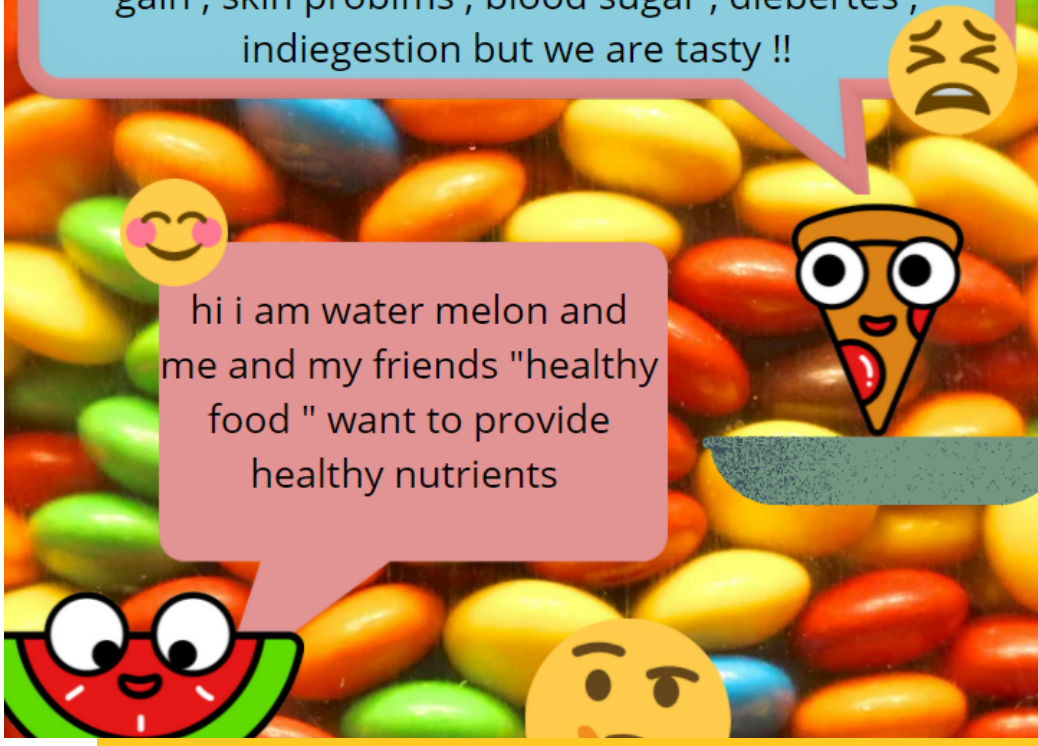
Oh no

I ate too much of pizza

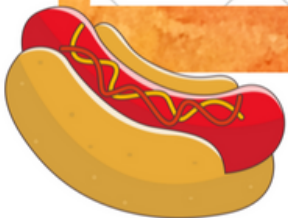
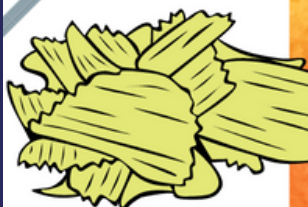


Hi I am pizza and me and my freinds " junk food " we can cause lot of health problms like depresstion tooth decay , fatiguiie , heart diesses , cancer , weight gain , skin problms , blood sugar , diebertes , indiegestion but we are tasty !!

hi i am water melon and me and my friends "healthy food " want to provide healthy nutrients



NEVER EAT JUNK FOOD



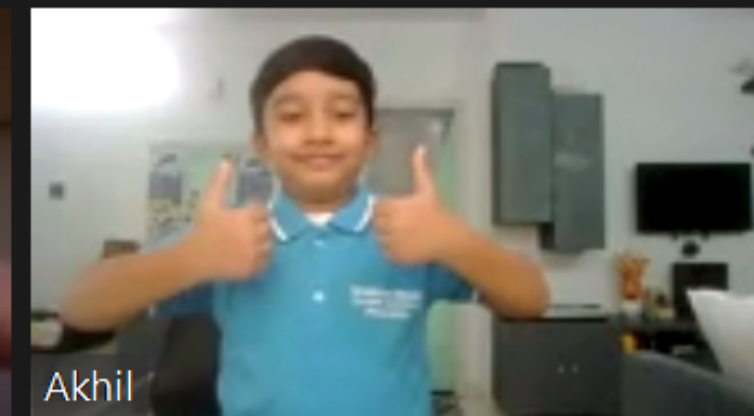
heart disease

stroke

obesity

depression

digestive issues



**W
E E
A L
T L**



**F W
E E
L L
L L**